KATE HAD A USER GROUP MEETING. SHE ONLY MADE A FEW CHANGES THIS YEAR BASED ON FEEDBACK FROM LAST YEAR’S CUSTOMERS. WAS IT ENOUGH? LET’S TAKE A CLOSER LOOK.

Kate focused on the logistics of her event. What attendees really wanted was for her to focus on the content. Mistake number 1.

Kate thought the topics were engaging and informative. The attendees thought things were dragging like a snail.

If Kate paid more attention to her attendees, her attendees may have paid more attention at her event.

Kate believed the customers that came last year were in the bag, but she was wrong. Real wrong.

Moral of the story: Not focusing on the entire Wow experience can result in public criticism from industry leaders, which could, ultimately, chase your customers away for good.

Don’t be Kate. Be a Wowmaker.

Kate normally relies on word of mouth, but her attendees gave her the silent treatment.

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About 85% of customers leave due to poor experience that may be preventable.

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